

FASHION: AN EARLY LENS INTO CULTURE

A summary of the key trends of
NYFW A/W 2023

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***“FASHION; IT’S HISTORY
IN FABRIC. IT FRAMES
THE TIME YOU LIVE AND
THE PLACE YOU LIVE,
AND THE MOOD OF
PEOPLE.”***

– Eleanor Lambert

Famed American Fashion
Publicist, Founder of New York
Fashion Week, the Council of
Fashion Designers of America, the
Met Gala, and the International
Best Dressed List



**FASHION
REFLECTS
CULTURE**

**AND HOW PEOPLE
ARE FEELING AT A
POINT IN TIME**

FASHION REFLECTS HISTORICAL MOMENTS: MANIFESTATIONS



Traditional Indian Saris were worn without a blouse or petticoat underneath, until India was colonized by Great Britain. The blouse and petticoat were introduced under the British Raj as the original Sari was seen as improper to modest Victorians.



From 1917-1922, Canadian, British, Dutch, American and Irish women won the right to vote. Women's suffrage spreading around the world emboldened a rebellious spirit coming from young women in the 1920s, which was reflected in the flapper style. These women wore heavier makeup, shorter skirts, bare arms, bob haircuts and ditched restrictive corsets, signaling their new freedoms and overall mood.



The Black power movement of the 1960s and 1970s brought the natural afro back into popular fashion. The afro became a popular statement of power, pride, and resistance. Rejecting the history of assimilation that forced the straightening and relaxing of natural hair, adopters of the style felt that embracing their natural textures was a way to reclaim their power.

**FASHION IS AT THE
FRONT LINES OF
CULTURE**

**AND CAN GIVE US
A PREVIEW OF
WHAT IS TO COME**

A CULTURAL



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VIBE CHECK

PURPOSE

Looking past labels' for-shock-value experimentation with giant animal heads and spray-painted-on dresses,

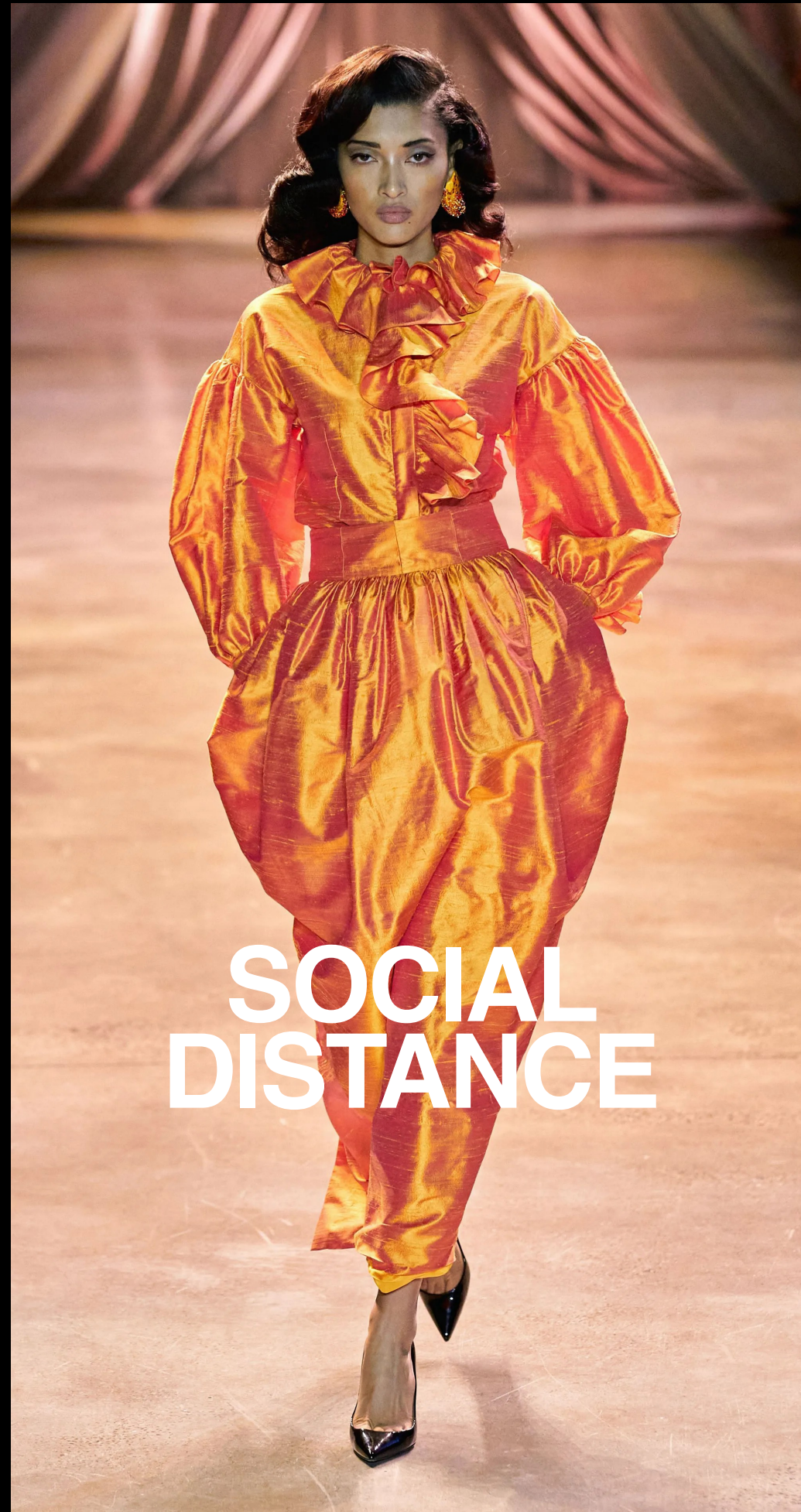
What can the core trends at the heart of the runway teach us about the emotional state of the world?

FASHION SINCE 2020

You may be sick of hearing about it, but the “Unprecedented Times” we lived through (and are unfortunately still living in) did cause a shift in fashion.

“With lockdowns forcing us to stay indoors, the lack of social feedback put the focus on how clothes made us feel rather than their aesthetic value. The need to not only be physically comfortable but psychologically comfortable in what we wear will likely remain as people have come to realize that clothing can be used as a tool to aid cognitive processing and general wellbeing.”
- Shakaila Forbes-Bell, Fashion Psychologist

FALL 2020



SOCIAL DISTANCE

Christopher John Rogers's exaggerated strawberry shaped skirts reflected social distancing and the desire for personal space.

SPRING 2021



RETURN TO WORK, KEEP COMFORT

Louis Vuitton's wide leg pants transitioned us from sweat pants back into workwear, without sacrificing comfort.

FALL 2021



STRIVING FOR JOY

Bold and bright hues aimed to provide unadulterated joy amidst a still reeling-world, like this vibrant fuchsia dress from Claudia Li.

SPRING 2022



LET'S PARTY

Miu Miu's viral micro miniskirt hit the runway just as the world was opening up a bit more, signaling the craving to let loose.

NYFW NEW YORK
FASHION WEEK
THE SHOWS

AUTUMN/WINTER 2023

**RETURN TO
PRACTICALITY**



**ENTRANCED WITH
TRANSFORMATION**



**NO PANTS,
NO PROBLEM**



**TAKE BACK THE
POWER RED**



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AW 2023 CORE TRENDS

RETURN TO PRACTICALITY

NYFW 2023 confirmed the fashion industry's shift towards sensibility this year, as brands traded in statements and stunts for wearable wardrobe collections.

Khaite, Michael Kors, Tory Burch, and Carolina Herrera, amongst others, imbued their collections with this idea of wardrobing in mind by utilizing muted tones, clean lines and tailored pieces.

The shift towards “quiet luxury” represents the industry's response to a more reserved world. Whether due to a tentative global economy or anxiety around climate change, people are becoming more conscious about their consumption—looking for wardrobe-pieces rather than wow-pieces.



ENTRANCED WITH TRANSFORMATION

Khaite's show opened with a quote by America's twice poet-laureate Stanley Kunitz: "No doubt the next chapter / in my book of transformations / is already written. I am not done with my changes."

The idea of transformation was present in multiple shows.

Dion Lee's "Second Skin" turned clothes into shedding snake skin with ripped fabrics and scaly textures. Lee hinted at the idea of transformation through an emphasis on unraveling and revealing. Area's "Fantastic Fruits" dramatically played with the decaying of fruits, a symbol for "abundance, vitality, and youth," by having their couture clothing go from covered in vibrant fruits to fly-esque ensembles.

This idea of transformation echoes the current human sentiment of desiring change—people are craving self-evolution and seeking out ways to better themselves constantly. In a world plagued with anxiety, the one place where you can truly make a difference is within yourself.



NO PANTS, NO PROBLEM

NYFW's stand-out trend had to be the forgoing of pants. The trend began picking up steam in 2022 and continued this year, as designers like Christiano Siriano, Prabal Gurung, Sergio Hudson, Ulla Johnson, LaQuan Smith and more sent models down the runway in just tights, their underwear, or left it up to the viewers' imagination altogether.

This trend represents the desire to be uninhibited. After surviving a global pandemic in which we wore baggy clothing and had restricted social options, people want to bear it all. Pants can be restricting—foregoing them allows the wearer the freedom of exposure, something that is empowering when elected into.



TAKE BACK THE POWER RED

Barbiecore pink is over, power red is in. The bright shade is a departure from the deep burgundy, plum, olive, and subdued neutral shades that usually grace the A/W runway, but that didn't scare designers from incorporating it into their collections.

Designers like Sandy Liang, Alejandra Alonso Rojas, Proenza Schouler, and Theory used the vibrant shade in monochromatic looks in their collection, while celebrities like Teyana Taylor donned the shade as well.

This bold trend reflects the current human hunger for reclamation of power—for years our fates have been determined by factors out of our control. This year, people want to take back control. This shade, associated with passion, power and confidence, can give people the self assurance they need to do that.



WHAT ADVERTISERS & BRANDS CAN TAKE AWAY FROM NYFW 2023:

Fashion gives us a glimpse into how humans are feeling at a point in time, allowing us to tailor our work to appeal to current human sentiment.

COMMUNICATE VALUE

Consumers are growing more conscious around their consumption for a variety of reasons. How can your brand prove to consumers your product is worth their purchase? How can you grow brand loyalty in a period of purchase pause to reach consumers for purchase consideration in the future?

KEEP EVOLVING

Consumers are partaking in self-improvement, but they are also expecting brand evolution as well. How can your brand push the ball forward? Can your brand even grow past what is expected of you? How can you make changes that inspire others to do the same?

RELEASE YOUR INHIBITION

People want to let loose. They are sick of restrictions and boundaries. How can your brand enable people to break free of restrictions and break down those boundaries? Can your brand take something that is taboo and turn it into something that is empowering?

TAKE BACK THE POWER

People are looking for ways to reclaim control of their lives after a tumultuous couple of years. Is this something your brand appeals to? Are there problems that have been controlling your brand that creative solutions could alleviate?

QUESTIONS? REACH OUT TO:

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ELISE ALVERSON - ASSOCIATE STRATEGY DIRECTOR



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